

ORDER



Orders

Order / Rev: 689563

Alt Order #: 06167197

Product Desc: DCCC

Estimate: 1194

Flight Dates: 10/16/12 - 10/22/12

Original Date / Rev: 06/11/12 / 09/19/12

Order Type: Political

KXTV

Primary AE: Jim Quinn

Sales Office: T-PHI

Sales Region: NAT

Agency

Name: Great American Media/ POL

Buying Contact:

Billing Contact:

1010 Wisconsin Ave. NW, Ste. 800

Washington, DC 20007

Billing Type: Cash

Billing Calendar: Broadcast

Billing Cycle: EOM/EOC

Agency Commission: 15%

Advertiser

Name: Democratic Congressional Campaign

Demographic: A35+

Product Codes: IS-Issue/Ballot,IS-Issue/Non

Priority: P-5

Revenue Codes: AGY, GEN, POL

New Business Thru:

Order Separation: 00:15:00

Advertiser External ID:

Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/22/12	87	\$106,675.00	\$90,673.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	87	\$106,675.00	\$90,673.75	0.00
Totals	87	\$106,675.00	\$90,673.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

Order Share

	Share	Total
KXTV	10%	\$106,675.00
Market	100%	\$1,066,750.00

Competitive Share

	Share	Total
CABLE	0%	\$0.00
KBSV	0%	\$0.00
KCRA	34%	\$362,695.00
KFTL	0%	\$0.00
KMAX	5%	\$53,337.50
KOVR	24%	\$256,020.00
KQCA	6%	\$64,005.00
KSPX	0%	\$0.00
KTXL	21%	\$224,017.50
KUVS	0%	\$0.00
KVIE	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KXTV	10/16/12	10/22/12	News10 Midday M-F 11-12M	CM	11a-1130a	MTWTF--	:30	8	\$500.00	P-4	0.00	NM	8	\$4,000.00
MIDDAY NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/16/12	10/22/12	MTWTF--	8		\$500.00	0.00							
E 2	KXTV	10/16/12	10/22/12		CM	4p-5p	MTWTF--	:30	8	\$800.00	P-4	0.00	NM	8	\$6,400.00

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KXTV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F 4-5p											
				Ellen											
ELLEN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/16/12	10/22/12	MTWTF--					8	\$800.00		0.00			
E 3	KXTV	10/16/12	10/22/12	M-F 5-6am	CM	5-6a	MTWTF--	:30	8	\$200.00	P-4	0.00	NM	8	\$1,600.00
				News10 Good Morning @ 5am											
NEWS10 GOOD MORNING 5A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/16/12	10/22/12	MTWTF--					8	\$200.00		0.00			
E 4	KXTV	10/16/12	10/22/12	M-F 630-7p	CM	630-7p	MTWTF--	:30	15	\$1,900.00	P-4	0.00	NM	9	\$17,100.00
				Jeopardy											
JEOPARDY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/16/12	10/22/12	MTWTF--					15	\$1,900.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	KXTV	10/16/12-10/22/12		M-F 630-7p	630-7p		MTWThF----	:30		(\$1,900.00)		0.00	NM		
Credited															
[M1 credit and mg lines 9-14]															
2	KXTV	10/16/12-10/22/12		M-F 630-7p	630-7p		MTWThF----	:30		(\$1,900.00)		0.00	NM		
Credited															
[M1 credit and mg lines 9-14]															
3	KXTV	10/16/12-10/22/12		M-F 630-7p	630-7p		MTWThF----	:30		(\$1,900.00)		0.00	NM		
Credited															
[M1 credit and mg lines 9-14]															
4	KXTV	10/16/12-10/22/12		M-F 630-7p	630-7p		MTWThF----	:30		(\$1,900.00)		0.00	NM		
Credited															
[M1 credit and mg lines 9-14]															
11	KXTV	10/16/12-10/22/12		M-F 630-7p	630-7p		MTWThF----	:30		(\$1,900.00)		0.00	NM		
Credited															
[M1 credit and mg lines 9-14]															
14	KXTV	10/16/12-10/22/12		M-F 630-7p	630-7p		MTWThF----	:30		(\$1,900.00)		0.00	NM		
Credited															
[M1 credit and mg lines 9-14]															
E 5	KXTV	10/16/12	10/22/12	M-F 7-730p	CM	7-730p	MTWTF--	:30	15	\$1,725.00	P-4	0.00	NM	9	\$15,525.00
				Wheel											
WHEEL OF FORTUNE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/16/12	10/22/12	MTWTF--					15	\$1,725.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	KXTV	10/16/12-10/22/12		M-F 7-730p	7-730p		MTWThF----	:30		(\$1,725.00)		0.00	NM		
Credited															
[M1 credit and mg lines 9-14]															
2	KXTV	10/16/12-10/22/12		M-F 7-730p	7-730p		MTWThF----	:30		(\$1,725.00)		0.00	NM		
Credited															
[M1 credit and mg lines 9-14]															
3	KXTV	10/16/12-10/22/12		M-F 7-730p	7-730p		MTWThF----	:30		(\$1,725.00)		0.00	NM		
Credited															
[M1 credit and mg lines 9-14]															
6	KXTV	10/16/12-10/22/12		M-F 7-730p	7-730p		MTWThF----	:30		(\$1,725.00)		0.00	NM		
Credited															
[M1 credit and mg lines 9-14]															
11	KXTV	10/16/12-10/22/12		M-F 7-730p	7-730p		MTWThF----	:30		(\$1,725.00)		0.00	NM		
Credited															
[M1 credit and mg lines 9-14]															
15	KXTV	10/16/12-10/22/12		M-F 7-730p	7-730p		MTWThF----	:30		(\$1,725.00)		0.00	NM		
Credited															
[M1 credit and mg lines 9-14]															
E 6	KXTV	10/16/12	10/22/12	M-F 730-8p	CM	730-8p	MTWTF--	:30	15	\$1,200.00	P-4	0.00	NM	9	\$10,800.00
				Inside Edition											
INSIDE EDITION															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			

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E 6	KXTV	10/16/12	10/22/12	M-F 730-8p Inside Edition	CM	730-8p	MTWTF--	:30	15	\$1,200.00	P-4	0.00	NM	9	\$10,800.00
INSIDE EDITION															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/16/12	10/22/12	MTWTF--			15		\$1,200.00		0.00				
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	KXTV	10/16/12-10/22/12		M-F 730-8p		730-8p	MTWThF----	:30		(\$1,200.00)		0.00	NM		
Credited															
[M1 credit and mg lines 9-14]															
2	KXTV	10/16/12-10/22/12		M-F 730-8p		730-8p	MTWThF----	:30		(\$1,200.00)		0.00	NM		
Credited															
[M1 credit and mg lines 9-14]															
4	KXTV	10/16/12-10/22/12		M-F 730-8p		730-8p	MTWThF----	:30		(\$1,200.00)		0.00	NM		
Credited															
[M1 credit and mg lines 9-14]															
7	KXTV	10/16/12-10/22/12		M-F 730-8p		730-8p	MTWThF----	:30		(\$1,200.00)		0.00	NM		
Credited															
[M1 credit and mg lines 9-14]															
12	KXTV	10/16/12-10/22/12		M-F 730-8p		730-8p	MTWThF----	:30		(\$1,200.00)		0.00	NM		
Credited															
[M1 credit and mg lines 9-14]															
13	KXTV	10/16/12-10/22/12		M-F 730-8p		730-8p	MTWThF----	:30		(\$1,200.00)		0.00	NM		
Credited															
[M1 credit and mg lines 9-14]															
E 7	KXTV	10/21/12	10/21/12	News10 @ 5pm Sun News10 @ 5pm Sun	CM	5-530p	-----S	:30	4	\$850.00	P-3	0.00	NM	4	\$3,400.00
NEWS 10 SUN 5P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	-----S			4		\$850.00		0.00				
E 8	KXTV	10/16/12	10/22/12	News10 @ 11pm News10 @ 11pm	CM	11-1135p	MTWTFSS	:30	18	\$1,050.00	P-4	0.00	NM	18	\$18,900.00
NEWS 10 AT 11PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/16/12	10/22/12	MTWTFSS			18		\$1,050.00		0.00				
N 9	KXTV	10/16/12	10/16/12	News10 Special Edition News10 Special Edition	CM	Prime Various	-T-----	:30	4	\$2,450.00	P-4	0.00	NM	4	\$9,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	-T-----			4		\$2,450.00		0.00				
N 10	KXTV	10/16/12	10/16/12	Tue Prime C Primetime	CM	10-11p	-T-----	:30	2	\$1,550.00	P-4	0.00	NM	2	\$3,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	-T-----			2		\$1,550.00		0.00				
N 11	KXTV	10/16/12	10/16/12	Tue Prime C Primetime	CM	10-11p	-T-----	:30	1	\$1,575.00	P-4	0.00	NM	1	\$1,575.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	-T-----			1		\$1,575.00		0.00				
N 12	KXTV	10/22/12	10/22/12	News10 Special Edition News10 Special Edition	CM	Prime Various	M-----	:30	4	\$2,450.00	P-4	0.00	NM	4	\$9,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	M-----			4		\$2,450.00		0.00				
N 13	KXTV	10/22/12	10/22/12	Mon Prime C Primetime	CM	10-11p	M-----	:30	2	\$1,550.00	P-4	0.00	NM	2	\$3,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	M-----			2		\$1,550.00		0.00				
N 14	KXTV	10/22/12	10/22/12	Mon Prime C Primetime	CM	10-11p	M-----	:30	1	\$1,575.00	P-4	0.00	NM	1	\$1,575.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	M-----			1		\$1,575.00		0.00				
													Totals	87	\$106,675.00